

City Manager's Report August 1, 2018

Office of the City Manager

City Manager, Jonathan Evans, reports the City of Madeira Beach will begin a marketing campaign designed to encourage residents, visitors and business owners to share in the experience of all that Madeira Beach has to offer. These initiatives are intended to drive traffic to local stores, restaurants and recreational amenities in the City of Madeira Beach. Community conversations on options designed to encourage “shop and buy local” participation will be at the forefront of the discussions that will begin after the FY 2019 budget is adopted in September. City Manager Evans is also creating a local business task force designed to help city staff and policymakers better understand the opportunities and challenges that affect businesses in our community. It will focus on how local businesses can work more collaboratively with each other, residents and visitors to ensure shared success and prosperity. Applications for Mr. Evans local business advisory task force, including necessary criteria to serve on the advisory panel, will be available in the coming weeks.



Jonathan Evans, City Manager
727-391-9951 x227
jevans@madeirabeachfl.gov

Do you ever wonder where your tax dollars are being spent? If you are like most people, the answer you find the whole process of developing a fiscal budget pretty confusing. Well you are in luck. City Manager, Jonathan Evans, a former adjunct professor of public budgeting and finance at Polk State College wants to clear up the confusion about how your tax dollars work with public presentations followed by Q & A. These sessions will focus on the fiscal health of the city as well as projects and initiatives intended to protect and preserve the quality of life uniformly enjoyed here in Madeira Beach. These interactive sessions will ensure that no stone is left unturned, and that you leave with a better understanding of how your tax dollars contribute to the safety and beauty of your neighborhood and our entire city. These sessions will begin later this year.

Help Design the Perfect City of Madeira Beach Website!

The City of Madeira Beach website is about to get a much-needed overhaul and residents, businesses and visitors have a unique opportunity to tell officials what they would like to see. “The existing website is more than five years old and really has never had daily upkeep,” said Public Information Specialist Curt Preisser. “A majority of people today get their information online and through social media so it’s time for Madeira Beach to step up its game.” The public is encouraged to visit <https://www.research.net/r/MadeiraBchWeb> to take a short survey and let the city know what you want to see on your website.

Coming soon, your opportunity to tell the story of Madeira Beach through your photos!



ACCOUNTING/FINANCE

Finance Director Pierce reports that the City of Madeira Beach June FY 2018 Financial Reports were distributed to the Board of Commissioners earlier this month. During the week of July 23, four Certificate of Deposit accounts were established with Seaside Bank and laddered over a four-year period. Accounting staff is currently preparing Inventory Reports to be distributed to all departments and will be cross-checked to verify city-owned assets are accounted for.

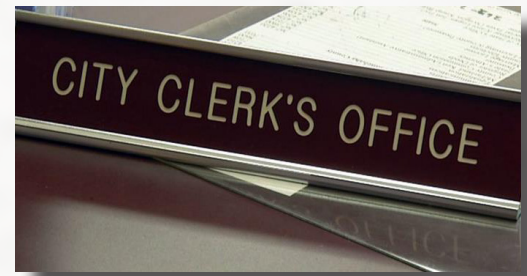


The FY 2019 Budget is almost finalized with changes leading up to October. At the Board of Commission Workshop on July 24, 2018, the Board tentatively authorized approximately \$1.7 million in allocation for the Capital Improvement Plan (CIP) in FY 2019. According to Parking Enforcement staff, approximately thirty-four additional No Back-In signs are being installed throughout the city.

Archibald Memorial Beach Park will soon receive another parking kiosk for customer convenience. The \$.50 increase in hourly parking rates officially went into effect on June 13, 2018, resulting in an additional \$29,930.21 collected last month. During the entire month of June, the city received a total of \$255,301.55 in revenue from patrons who parked in municipally-owned spaces.

OFFICE OF THE CITY CLERK

According to City Clerk Clara VanBlargan, June was a very busy month in the clerk's office with more than 60 public records requests being processed and staff continuing to receive training on uploading official records into the iCompass Document Center. In addition, staff-prepared Board of Commission (BOC) agenda packets set up transcribed minutes for BOC regular meetings, BOC regular workshops, BOC budget workshops, a Charter Review Committee meeting, and a Civil Service Commission meeting.



The Charter Review Committee has spent several weeks reviewing the City Charter and is recommending amendments to the community's founding document. Among the recommended amendments is changing the requirement for approval of a development project from a simple majority to a super majority of the Board. The Board of Commissioners discussed the amendments at a previous workshop and will have a first reading at a special meeting at 6 p.m., on Wednesday, August 1, 2018, and a finalized special meeting at 6 p.m. on Monday, August 20, 2018. Adoption of the proposed amendments will be subject to voter approval in November.

The city will provide information on the Charter amendments by various means, including an informational flier that will be included in the October utility bill of all Madeira Beach residents.

COMMUNITY DEVELOPMENT

Planning and Zoning Director Linda Portal reports that the Community Development Department has been very busy reviewing site plan applications, including those for the Madeira Beach Town Centre and several other sizable projects throughout the city. Department staff have also hosted numerous per-application and exploratory meetings regarding potential projects. Requests for zoning letters and opinions have increased approximately 25% in the last month.



The City of Madeira Beach Commission recently adopted changes to the Code of Ordinances that are designed to make existing properties more usable. These include changes to the setbacks for townhomes and a process for permitting improvements to nonconforming homes. The Board of Commissioners also approved the creation of an additional planning position, which will provide the city with full-time service for the same cost as current, part-time consultations.

Community Development staff are currently accepting information and design options for a proposed mixed-use development in the John's Pass area that, along with hotel and retail use, would provide additional public parking. The proposal is being scheduled for discussion at community meetings to receive input on development and design issues from surrounding property owners.

BUILDING OFFICIAL

City Building Official Frank DeSantis reports that redevelopment/economic development activity is in full swing throughout the community:

- Town Center Project (Phase 4-Hotel "A") has completed its 2nd site plan, awaiting the engineer's comments
- Madeira Bay Project (44 units), 13101 Gulf Blvd., has completed the piling phase of the foundation work
- Barefoot Beach Resort, 13238 Gulf Blvd. is on schedule and at 85% completion
- AZUL project (4-condo units above parking), 14107 Gulf Blvd. has started excavation site work
- The site plan for the Madeira del Mar Condominiums project (13 units, 2-stories above parking), 15305 1st Street E. has been approved for construction
- Madeira Shores project (6 Single Family Homes), 14910 North Bayshore is progressing with 2 of the 6 homes currently under construction
- The Gulf Grille project (restaurant) at 14080 Gulf Blvd. is in final site plan review. John's Pass Resort Hotel is currently awaiting the architect's graphics and will be scheduling neighborhood meetings.

For the month of June, the Building Department totals were:

- 78 different types of permits issued
- 184 multiple types of inspections completed
- \$27,207 revenue dollars generated



On the Code Compliance side, for the month of June:

- 4 new code cases were created
- 7 different code cases came into compliance
- 21 open or outstanding code enforcement concern
- No inspections were completed during the month of June for the annual Residential Rental Inspection program.



MARINA

The Marina Fishing Report with Brian “Crabby” Crabtree offers some of the best fishing advice and tips on the Gulf Coast. The Madeira Beach Marina is your one-stop-shop for everything needed to make your next fishing trip the best one yet! Get everything from gas, beer and ice to bait and safety gear, we’ve got you covered. Stop by 503 150th Ave., Madeira Beach, open 7 a.m. to 7 p.m. everyday!

Gag Grouper came back in season starting July 1st and that is welcoming news to our gulf coast anglers. This is without a doubt one of my favorite species in the Gulf to catch and eat. Gags are one of the hardest fighting and aggressive striking fish we have in our shallow waters. They live specifically around shallow water oasis like ledges, reefs, springs and rock piles. However abundant, they are not easily caught unless certain actions are taken.

The key to catching gags and most bottom fish is how and where you anchor. If you anchor to close you may get your anchor stuck in the rocks and stand less of a chance getting them away from structure. Anchoring just up current or even on the edges is the way to go. Though frozen bait like sardines, mackerel and squid will work, the key to catching big gags is live bait. Hand size and larger pin fish, squirrel fish and grass grunts are candies to hungry gags waiting to ambush.

Matching up your tackle is in order to stop these “SCUD missiles” from getting back to their rock. Rely on 4/0 and 6/0 reels with 7 to 8 foot fiberglass rods with lots of backbone. For mainline Use 50 to 100 pound test depending on depth and water clarity. Then slide on a lead that will get the bait to the bottom and two to six foot fluorocarbon leader depending on depth as well (the shallower the water the shorter the leader). Hook size depends on the bait size, but a 6/0 or 9/0 circle hook will work in most situations.



When a fish hits, and there is little doubt when it’s a gag, you will need to reel as fast as you can and when you can’t reel anymore pull up and take short pumps while gaining every inch you can. Once you feel the fish is safely away from the rock then you can take it easy until they get to the surface.

The hot blistering sun during the summer months is as uncomfortable to us as it is to our shallow water species. Night fishing is much cooler and much more productive this time of year. Staff’s preferred target species inshore are Snook and Tarpon. Large numbers of Snook are found cruising the beaches and passes in the full moons. Snook will hold tight to structures such as docks, bridges, rocks, seawalls and jetties waiting to ambush prey. So, you will need to adjust your tackle accordingly.

Bait can be a wide range from greenbacks, shrimp, pin fish, large grass grunts and even a foot-long lady fish or mullet. Snook will often feed on the surface and free lining live bait with medium spinning tackle will do the job. However, when they are on the bottom around bridge pilings you will need to beef it up to 80 or even 100 pound conventional outfits. This will be needed especially when using a 20 inch lady fish. The Snook population has made a huge comeback since the 2010 freeze and Snook season will reopen on September 1st.



The slot limit in the Gulf is between 28 and 33 inches, everything else must go back. Tarpon are also very active at night when boat traffic slows down and appetites pick up. Despite what most people believe, tarpon are actually scavengers and do most of their feeding on the bottom. Good places to find these fish are near the mouths of passes and the edges of sandbars on the beach.

Your normal Tarpon outfits will work, and you can use 80 to 100-pound mono leader, but steel leaders do not seem to bother the Tarpon at night and will prevent bite offs from sharks. While fresh baits work better frozen Shad, Ladyfish, Mullet and Bonita all work well too. Use a 6/0 to 8/0 circle hook and enough weight to keep it on the bottom. Leave your reels in gear and in the rod holder, Tarpon will inhale the bait and swim off letting the circle hook do its job.

After a fish is hooked you will need to follow it, keep constant pressure and “bow” to them when they jump. Once boat-side, get a pair of gloves and grab them by the lower jaw being careful of the fish’s swinging armor plated head and always keep an eye out for the large sharks that hunt these giants. Do not bring them in the boat if they get loose they can do some serious damage to themselves and even your boat and passengers. Be sure to keep a sharp eye towards the skies in look out for summer time thunderstorms and as always be safe and enjoy.

PUBLIC WORKS

Keeping Our City Clean - According to Public Works Director Dave Marsicano, the city has just purchased an Elgin Whirlwind street sweeper, which will cover approximately 288 miles of curb and main streets, removing 111 tons of debris annually. The city is divided into four zones, which are swept on a monthly basis. Sometimes, due to traffic accidents or unforeseen environmental incidents, the sweeping schedule may be temporarily adjusted. Street sweeping also does not operate on rainy days.



It is the city’s goal to increase annual debris removal with our newly added street sweeper. Not only will it improve appearances and quality of life in city neighborhoods, it is the most cost-effective way of improving water quality. It protects our storm drains from clogging with debris, which leads to flooding during storm events and pollution of our bays and surface waters. Madeira Beach adheres to state and federal stormwater quality requirements by keeping vegetation and other debris from entering storm drains and contaminating the precious waters of Boca Ciega Bay.

Madeira Beach is working on an improved street sweeping schedule and updating communication to keep citizens informed of the increased sweeping frequency. Until the schedule is complete, street sweeping will be maintained on a monthly basis.

How You Can Help - To reduce debris on city streets and storm drains, residents are reminded not to rake or blow leaves, grass, litter, palm fronds, twigs, branches, or other materials into the street. The street sweeper will bypass debris piles to avoid hidden objects that may damage sweeper equipment. Residents are also asked to make sure trash and recycling containers are in their proper locations and vehicles are removed from the street when sweeping is scheduled to avoid possible flying debris, citations, or vehicle towing.



RECREATION

Recreation Director Jay Hatch reports that for the third year in a row, Jaws took over Archibald Memorial Beach Park, as more than 1,000 attendees were on hand for a free screening of the Steven Spielberg classic. Utilizing the department's 20-foot inflatable movie screen in coordination with Saltwater Destination, the Snack Shack, and the movie sponsor, Frabotta's Italian Kitchen, the City of Madeira Beach continued its tradition of offering free monthly movies to summer crowds.

In coordination with the Remember Our Children (R.O.C.) Park Foundation, the Recreation Center helped host R.O.C. the Barriers Special Needs Field Day on Saturday, July 14. The inaugural event brought over 35 special needs athletes to the recreation complex and offered adaptive sports for all to compete in. The Madeira Beach Fire Department and Pinellas County Sheriff's Office were on hand to participate in the festivities.

HUMAN RESOURCES

Human Resources Coordinator Karen Paulson reports that on July 17, 2018, the City Commission approved changes to employee health benefits packages offered by the city's health plan provider, Public Risk Management. These new plan options will be showcased at Open Enrollment beginning on August 17, 2018.

The City of Madeira Beach is also advertising to fill the following positions:

- Parking Enforcement I
- Sanitation Worker I
- Planning and Zoning Coordinator
- Public Works Technician I
- Part-time Bus Driver

UPCOMING EVENTS

- August 3 – Madeira Beach Sunset 5K Series – Racehawk.com - John's Pass Park – 7:00 p.m.
- August 11 – Fish Kids: Seawall Tournament and Conservation Day – AnglerArmory.com – Recreation Center – 9:30 a.m.
- August 11 – Bucs On The Beach: Super Bowl 37 Viewing – Archibald Memorial Beach Park - sunset
- August 12 – Madeira Beach Yoga 2nd Anniversary Open House – Recreation Deck – 11:00 a.m.

